



WTVD-TV DURHAM
411 LIBERTY STREET
DURHAM NC 27701

Acknowledgment of Agreement Between WTVD-TV DURHAM and

DATE: 10-03-2012 PAGE: 1 of 4

INNOVATIVE ADVERTISING INC. - 11360
ATTN: HEIDI GUERRA
4250 HWY 22, SUITE 7
MANDEVILLE LA 70471

Contract No 401153	Contract Dt 10-01-2012	Revision Dt 10-02-2012	Rev# 1	Advertiser CHAD BAREFOOT CAMPAIGN	Brand CHAD BAREFOOT CAMPAIGN SD 18	Product Code POLITICALS	Station/Market WTVD - DURHAM
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Agency Est# 989	CMS # 245508	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 10-01-2012	End Date 10-15-2012	Billing M (Broadcast Month, Cycle 1)	Package N	Contract Title 245508
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Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
Agency CPE: E : 989																	
1	10-01-2012	10-07-2012	07:00AM - 09:00AM	GOOD MORNING AMERICA (MONDAY-FRIDAY) (83	2	30		X	X	X	X			3	500	3	1,500.00
2	10-08-2012	10-14-2012	07:00AM - 09:00AM	GOOD MORNING AMERICA (MONDAY-FRIDAY) (83	2	30	X	X	X	X	X			4	500	4	2,000.00
3	10-15-2012	10-15-2012	07:00AM - 09:00AM	GOOD MORNING AMERICA (MONDAY-FRIDAY) (83	2	30	X							1	500	1	500.00
4	10-01-2012	10-07-2012	07:00AM - 08:00AM	EYEWITNESS NEWS SATURDAY AT 7AM (2408)	2	30						X		1	250	1	250.00
5	10-08-2012	10-14-2012	07:00AM - 08:00AM	EYEWITNESS NEWS SATURDAY AT 7AM (2408)	2	30						X		1	250	1	250.00
6	10-01-2012	10-07-2012	07:00AM - 08:00AM	EYEWITNESS NEWS SUN 7-8A (820)	2	30							X	1	150	1	150.00
7	10-08-2012	10-14-2012	07:00AM - 08:00AM	EYEWITNESS NEWS SUN 7-8A (820)	2	30							X	1	150	1	150.00
8	10-01-2012	10-07-2012	10:00AM - 11:00AM	RACHEL RAY (MONDAY-FRIDAY) (851)	2	30		X	X	X	X			3	200	3	600.00
R 9	10-08-2012	10-14-2012	10:00AM - 11:00AM	RACHEL RAY (MONDAY-FRIDAY) (851)	2	30	X	X	X	X	X			3	200	3	600.00
10	10-15-2012	10-15-2012	10:00AM - 11:00AM	RACHEL RAY (MONDAY-FRIDAY) (851)	2	30	X							1	200	1	200.00
R 11	10-01-2012	10-07-2012	12:00PM - 12:30PM	EYEWITNESS NEWS AT NOON(MONDAY-FRIDAY)	2	30		X	X	X	X			2	250	2	500.00
R 12	10-08-2012	10-14-2012	12:00PM - 12:30PM	EYEWITNESS NEWS AT NOON(MONDAY-FRIDAY)	2	30	X	X	X	X	X			2	250	2	500.00
13	10-15-2012	10-15-2012	12:00PM - 12:30PM	EYEWITNESS NEWS AT NOON(MONDAY-FRIDAY)	2	30	X							1	250	1	250.00
14	10-08-2012	10-14-2012	08:00PM - 10:00PM	MONDAY PRIME 8-10P (795)	2	30	X							1	4,000	1	4,000.00
----- ITEM LINE NOTE ----- DWTS 2																	

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Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood



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Contract No	Contract Dt	Revision Dt	Rev#	Advertiser	Brand	Product Code	Station/Market										
401153	10-01-2012	10-02-2012	1	CHAD BAREFOOT CAMPAIGN	CHAD BAREFOOT CAMPAIGN SD 18	POLITICALS	WTVD - DURHAM										
Agency Est#		CMS #	Sales Office	Account Executive	Start Date	End Date	Billing	Package	Contract Title								
989		245508	PHILADELPHIA	A. CLIFFORD	10-01-2012	10-15-2012	M (Broadcast Month, Cycle 1)	N	245508								
Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
			Agency CPE: E : 989														
15	10-15-2012	10-15-2012	08:00PM - 10:00PM	MONDAY PRIME 8-10P (795)	2	30	X							1	4,000	1	4,000.00
			----- ITEM LINE NOTE ----- DWTS 2														
16	10-01-2012	10-07-2012	09:00PM - 10:00PM	TUES PRIME 9-10P (811)	2	30		X						1	4,000	1	4,000.00
			----- ITEM LINE NOTE ----- DWTS 2														
17	10-08-2012	10-14-2012	09:00PM - 10:00PM	TUES PRIME 9-10P (811)	2	30		X						1	4,000	1	4,000.00
			----- ITEM LINE NOTE ----- DWTS 2														
18	10-01-2012	10-07-2012	11:00PM - 11:35PM	EYEWITNESS NEWS AT 11PM (MONDAY-SUNDAY	2	30		X	X	X	X	X	X	3	750	3	2,250.00
19	10-08-2012	10-14-2012	11:00PM - 11:35PM	EYEWITNESS NEWS AT 11PM (MONDAY-SUNDAY	2	30	X	X	X	X	X	X	X	3	750	3	2,250.00
20	10-15-2012	10-15-2012	11:00PM - 11:35PM	EYEWITNESS NEWS AT 11PM (MONDAY-SUNDAY	2	30	X							1	750	1	750.00
21	10-01-2012	10-07-2012	03:30PM - 07:00PM	COLLEGE FOOTBALL 330-7PM (848)	3	30						X		1	1,400	1	1,400.00
22	10-08-2012	10-14-2012	03:30PM - 07:00PM	COLLEGE FOOTBALL 330-7PM (848)	3	30						X		1	1,400	1	1,400.00
23	10-01-2012	10-07-2012	07:00PM - 07:30PM	JEOPARDY - SAT 7-730PM (899)	2	30						X		1	500	1	500.00
24	10-03-2012	10-05-2012	05:00AM - 05:30AM	EYEWITNESS NEWS AT 5:00 AM (MONDAY-FRIDA	1	30			1	1	1			3	325	3	975.00
25	10-08-2012	10-12-2012	05:00AM - 05:30AM	EYEWITNESS NEWS AT 5:00 AM (MONDAY-FRIDA	1	30	X	X	X	X	X			3	325	3	975.00
26	10-15-2012	10-15-2012	05:00AM - 05:30AM	EYEWITNESS NEWS AT 5:00 AM (MONDAY-FRIDA	1	30	1							1	325	1	325.00
27	10-07-2012	10-07-2012	10:00AM - 11:00AM	THIS WEEK SUNDAY 10-11A (800)	1	30							1	1	475	1	475.00

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401153	10-01-2012	10-02-2012	1	CHAD BAREFOOT CAMPAIGN	CHAD BAREFOOT CAMPAIGN SD 18	POLITICALS	WTVD - DURHAM										
Agency Est#		CMS #	Sales Office	Account Executive	Start Date	End Date	Billing	Package	Contract Title								
989		245508	PHILADELPHIA	A. CLIFFORD	10-01-2012	10-15-2012	M (Broadcast Month, Cycle 1)	N	245508								
Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
Agency CPE: E : 989																	
28	10-14-2012	10-14-2012	10:00AM - 11:00AM	THIS WEEK SUNDAY 10-11A (800)	1	30							1	1	475	1	475.00
29	10-03-2012	10-05-2012	09:00AM - 10:00AM	LIVE! WITH KELLY & MICHAEL (842)	1	30			1	1	1			3	200	3	600.00
30	10-08-2012	10-12-2012	09:00AM - 10:00AM	LIVE! WITH KELLY & MICHAEL (842)	1	30	X	X	X	X	X			3	200	3	600.00
31	10-15-2012	10-15-2012	09:00AM - 10:00AM	LIVE! WITH KELLY & MICHAEL (842)	1	30	1							1	200	1	200.00
32	10-03-2012	10-05-2012	10:58AM - 12:00PM	THE VIEW (MONDAY-FRIDAY) (846)	1	30			1	1	1			3	350	3	1,050.00
33	10-08-2012	10-12-2012	10:58AM - 12:00PM	THE VIEW (MONDAY-FRIDAY) (846)	1	30	X	X	X	X	X			3	350	3	1,050.00
34	10-15-2012	10-15-2012	10:58AM - 12:00PM	THE VIEW (MONDAY-FRIDAY) (846)	1	30	1							1	350	1	350.00
35	10-03-2012	10-05-2012	03:00PM - 04:00PM	KATIE (817)	1	30			1	1	1			3	325	3	975.00
36	10-08-2012	10-12-2012	03:00PM - 04:00PM	KATIE (817)	1	30	X	X	X	X	X			3	325	3	975.00
37	10-15-2012	10-15-2012	03:00PM - 04:00PM	KATIE (817)	1	30	1							1	325	1	325.00
38	10-03-2012	10-05-2012	06:58PM - 07:30PM	JEOPARDY (MONDAY-FRIDAY) (898)	1	30			X	X	X			1	1,400	1	1,400.00
39	10-08-2012	10-12-2012	06:58PM - 07:30PM	JEOPARDY (MONDAY-FRIDAY) (898)	1	30	X	X	X	X	X			2	1,400	2	2,800.00
40	10-15-2012	10-15-2012	06:58PM - 07:30PM	JEOPARDY (MONDAY-FRIDAY) (898)	1	30	1							1	1,400	1	1,400.00
41	10-03-2012	10-05-2012	07:28PM - 08:00PM	WHEEL OF FORTUNE (MONDAY-FRIDAY) (901)	1	30			X	X	X			2	1,400	2	2,800.00
42	10-08-2012	10-12-2012	07:28PM - 08:00PM	WHEEL OF FORTUNE (MONDAY-FRIDAY) (901)	1	30	X	X	X	X	X			2	1,400	2	2,800.00

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Agency Est# 989			CMS # 245508	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 10-01-2012	End Date 10-15-2012	Billing M (Broadcast Month, Cycle 1)							Package N	Contract Title 245508					
Line	Start Date	End Date	Time Period	Description				RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$	
			Agency CPE: E : 989																		
43	10-15-2012	10-15-2012	07:28PM - 08:00PM	WHEEL OF FORTUNE (MONDAY-FRIDAY) (901)				1	30	1								1	1,400	1	1,400.00
44	10-04-2012	10-04-2012	09:00PM - 10:00PM	THURS PRIME 9-10P (805)				1	30					1				1	6,200	1	6,200.00
			----- ITEM LINE NOTE -----																		
			GREYS																		
45	10-03-2012	10-05-2012	11:35PM - 12:02AM	NIGHTLINE (MONDAY-FRIDAY) (788)				1	30				X	X	X			2	475	2	950.00
46	10-08-2012	10-12-2012	11:35PM - 12:02AM	NIGHTLINE (MONDAY-FRIDAY) (788)				1	30	X	X	X	X	X				2	475	2	950.00
47	10-15-2012	10-15-2012	11:35PM - 12:02AM	NIGHTLINE (MONDAY-FRIDAY) (788)				1	30	1								1	475	1	475.00
																	Contracted Gross Total:		83	62,525.00	
																	Actual Gross Total:		83	62,525.00	
																	Agency Commission:			9,378.75	
																	Net Total:			53,146.25	
Month/YR		Preempted			Made Good			Contract Total			Adjustments							Actual Total			
Oct 12		0.00			0.00			62,525.00			0.00							62,525.00			
TOTAL		0.00			0.00			62,525.00			0.00							62,525.00			

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